



**UNIVERSITY OF JOHANNESBURG**  
**FACULTY OF EDUCATION**  
**NOVEMBER EXAMINATION 2014**

**PROGRAMME:** B Ed / PGCE  
**MODULE:** TEACHING METHODOLOGY: BUSINESS STUDIES  
**CODE:** XBS0000 / XBS0001  
**TIME:** 3 hours  
**MARKS:** 55  
**EXAMINER:** Mr A Wentzel  
**MODERATOR:** Mr E Ojo (Wits)

(This paper consists of 2 pages)

**INSTRUCTIONS:**

1. Answer all questions.
2. This is an open-book exam and any text or electronic source may be consulted during the exam.

**QUESTION 1: BIG IDEAS**

What would be your big idea/s around which you could organise your lesson when you teach the following topics?

- a) Production function
- b) Entrepreneurial qualities

Derive 2-3 appropriate big ideas for each topic, and write them as understanding statements as taught in this course. **(10)**

**QUESTION 2: EXPLAINING CLEARLY**

Most learners have never started a new business or worked in business, so they have very little idea of what “avenues of acquiring a business” is about.

- a) Provide a detailed step-by-step explanation of this topic to such learners.
- b) Design a short assessment that you can give to determine if they really understand this topic. It should be possible to complete the assessment in 15-20 minutes in a classroom environment. **(15)**

**QUESTION 3: MAKING IT INTERESTING**

One of the topics in the Grade 11 syllabus is “**forms of ownership**”. This topic can be very boring to learners. Explain two ways in which this topic can be made more interesting – provide clear, detailed and specific explanations of what you will do.

**(10)****QUESTION 4: MAKING IT MEMORABLE**

Below is a bullet point list from the Via Afrika Grade 11 Business Studies Learner's Guide (page 250) relating to **different recruitment methods**. How will you go about helping learners to remember this list? Explain your method in detail drawing on the principles of natural memory. (You are not allowed to use the acronym method – if you do, you will get zero).

**(10)****2.1.2 Recruitment methods**

Once the business has decided where to recruit, it can decide on the methods to use. The human resource department can use one of, or a combination of, the following methods:

- advertisements in the media (newspapers, radio, Internet websites or **social networking sites**)
- business newsletters, notice boards, **bulletins** or verbal announcements
- employment agencies or consultants
- recommendations or **referrals** from existing staff
- educational institutions, communicating job opportunities to students
- headhunting, whereby suitably qualified, skilled and competent people are approached to apply for a position
- walk-in applicants who come to the business to apply for a job whether or not the job has been advertised.

**QUESTION 5: CURRENT EVENTS**

The upgrade to President Zuma's Nkandla homestead has been in the news in recent months.

- a) Name two topics in CAPS to which this event can be connected in class.
- b) For each topic, explain how this event could be used in the teaching of that topic.

**(10)****TOTAL: 55**